

Where Mom Really Wants to Dine This Mother's Day, According to a TripAdvisor Survey

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Family and Friends May Be Overestimating Their Abilities to Wine and Dine Mom on Her Special Day TripAdvisor Offers Insider Dining Tips on How to Wow Mom This Year

NEEDHAM, Mass., April 30, 2019 /PRNewswire/ -- <u>TripAdvisor</u>[®], one of the world's largest restaurant sites, today announced how mom really wants to dine on Mother's Day. A survey of over 7,900 U.S. participants¹ revealed telling results: Her idea of a great Mother's Day dining experience may not be what you think.



know better
book better
go better

Mother Knows Best:

- 70% of family members believe they anticipate their mom's Mother's Day dining preferences "extremely" or "very" well, while only 46% of moms agree.
- Moms' top dining choice for celebrating Mother's Day is going out to brunch (30%), yet only 16% report being taken out to brunch by their families last year.
- Her other top dining choices: a home-cooked meal (24%) and going out to dinner (17%).
- Moms aren't picky: Their favorite restaurant style for Mother's Day is everyday dining (restaurants that provide great meals for any occasion) over fine dining.

What do families get right? They know mom enjoys spending the day with her children (48%), partner (25%) and extended family (19%) over being alone (<1%).

"Taking mom out for Mother's Day is always popular, but this year consider making a day of it and go to brunch – it's her top choice," said Nicki Hoffman, Associate Director, Restaurants Marketing. "To help diners celebrate Mother's Day in style, TripAdvisor has surfaced a list of great brunch spots² in major U.S. cities, based on TripAdvisor diners' reviews. Treating her to one of these dining options is sure to show how appreciated she is."

Great Brunch Spots for Mom This Mother's Day:

New York City

- 1. Rustic Table
- 2. Westway Diner
- 3. Buvette Gastrotheque
- 4. Russ & Daughters Cafe
- 5. Petite Boucherie

Los Angeles

- 1. Brent's Delicatessen & Restaurant
- 2. Flake
- 3. Vivian's Millenium Cafe
- 4. The Butcher's Daughter
- 5. Toast Bakery Cafe

Chicago

- 1. Wildberry Pancakes and Cafe
- 2. Eleven City Diner
- 3. Nookies
- 4. Yolk South Loop
- 5. Beatrix

Philadelphia

- 1. Cafe La Maude
- 2. Sabrina's Cafe & Spencer's Too
- 3. Parc Brasserie
- 4. Dutch Eating Place
- 5. Famous 4th Street Delicatessen

Dallas

- 1. Maple Leaf Diner
- 2. Kenny's Wood Fired Grill
- 3. Café 43
- 4. Cindi's NY Deli & Restaurant
- 5. Original Market Diner

Fun Fact: Where to Find a "Mother Lode" of Reviews

TripAdvisor also uncovered the cities with the most mom-friendly restaurants, based on TripAdvisor review data. Orlando, Savannah, and Charleston take the cake for the restaurants with the most reviews mentioning dining with "mom" or "mother." That's Southern hospitality shining through.

Methodology

- ¹ Based on a survey of 7,961 U.S. TripAdvisor users from March 8-12, 2019.
- ² Based on TripAdvisor traveler ranking data for restaurants serving "brunch." All restaurants featured have a minimum on 4.5 out of 5 bubbles.

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With over 730 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 8.1 million accommodations, airlines, experiences, restaurants and cruises – TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do, where to eat and how to cruise. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 490 million average monthly unique visitors**, all looking to get the most out of every trip. TripAdvisor: Know better. Book better.

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*Source: Jumpshot for TripAdvisor Sites, worldwide, December 2018

**Source: TripAdvisor internal log files, average monthly unique visitors during seasonal peak in Q3 2018

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